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ABSTRACT

Designed to help organizations interested in expanding job options for women to plan and hold a community-based conference on nontraditional jobs, this guide outlines basic steps in planning, provides information about successful programs, and makes suggestions about how to deal with the mechanics of a conference. Following an introduction which presents the barriers to and advantages of nontraditional employment for women, a section on preliminary planning discusses the conference coordinator, community analysis, choosing a theme, the planning committee, and participants. The next section, "Program," deals with format, subject areas, speakers, panels, workshops, lunch, and audiovisuals and exhibits. The following section, "Conference Procedures," covers finances, timing and site, invitations, facilities and equipment, registration, briefing sessions, publicity, and the conference report. The section on follow-up includes evaluation, planning the committee meeting, and closing out. The appendixes include a resource list of publications, slides, and films; a checklist of things to do before and after the conference; samples of a press release, announcement of reception and briefing, registration form, program, and letter of invitation; and a list of Women's Bureau Regional Offices. (LMS)

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Women in Nontraditional Jobs: A Conference Guide

Increasing Job Options for Women

ED167754

U.S. Department of Labor
Ray Marshall, Secretary

Women's Bureau
Alexis M. Herman, Director

1978

CE 019 871

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FOREWORD

The Women's Bureau has held numerous conferences to promote women in nontraditional jobs in all parts of the country. Some have been designed to improve apprenticeship opportunities for women, and others to familiarize employers, educators, union officials, and employment people with the needs and employment-related difficulties of low-income women. All have focused on trying to break down the sex-role stereotyping that inhibits the training and hiring of women for nontraditional jobs. Another objective of some Women's Bureau conferences has been to initiate job development strategies for increasing employment options for WIN (Work Incentive Program) participants by encouraging WIN staff to meet and work together with employers, unions, and educators in their communities.

We feel that the information gained in conducting these conferences to expand job options for women will be useful to any individuals or groups motivated to hold a similar conference to stimulate the employment of women in nontraditional fields. We also feel that the barriers that keep women from many well-paying jobs can be reduced and perhaps eliminated by activities arising from conferences at the local level at which employers, union representatives, State and local government officials, community organizations and women get together to listen to each other and learn about the problems and needs of women workers and of their potential employers as well.

This guide is designed to help organizations and agencies interested in expanding job options for women to plan and hold a community-based conference on nontraditional jobs. By outlining basic steps in planning, providing information about successful programs, and making suggestions about how to deal with the mechanics of a conference, we hope to make the work easier and to provide a measure of insurance for success.

Alexis M. Herman
Director, Women's Bureau

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INTRODUCTION

"Nontraditional" is a term commonly used to refer to occupations that have had large proportions of men workers and relatively few, if any, women workers. Jobs in construction trades, skilled crafts, and technical fields, and professions in science, law, engineering, and medicine have been traditionally dominated by and, in some cases, limited to men. For women, these jobs are nontraditional.

Probably the best reason for expanding women's options to work in these areas is that these occupations generally offer more opportunities for better pay and upward mobility than do many jobs that women have traditionally filled. For example, craft workers generally earn more than operatives, managers and administrators have higher salaries than clerical workers, engineers and doctors make more money than teachers and nurses.

The greatest barrier to nontraditional employment of women is almost universal sex-role stereotyping, and often unconscious sex discrimination. Attitudes about appropriate roles and behavior for women and men are deeply embedded in our culture, and are not easily changed.

One important aspect of stereotyping is the social censure, ridicule, and even harassment that often accompanies a woman's decision to work in a nontraditional job. The pressure, which comes from coworkers and from family and friends, is often a significant factor in the success or failure of a woman in nontraditional employment.

Lack of training, education, and background experience are also important barriers to the employment of women in nontraditional jobs. Girls are not encouraged to take math and science courses in high school, but most occupations in which men predominate require these courses, as do apprentice and training programs for the skilled trades, and technical school programs. In addition, boys are often exposed to simple procedures in electrical work, carpentry, and repair in the process of helping their fathers, an advantage that few girls have when approaching a nontraditional job.

However, in the area of blue-collar work in particular, the advantages to women are considerable. Most skilled occupations have apprenticeship or other on-the-job training programs that permit workers to earn while they learn, with little or no expense for education or training. A number of these occupations also have established patterns for advancement. A carpenter, for example, who goes through an apprenticeship program becomes a journeyman and can then progress to a supervisory position. Another advantage is that workers in most of these jobs are members of unions, which negotiate for better wages; overtime work; and health, retirement, and other insurance benefits.

For these reasons efforts should be made to dispel myths about women workers and to inform business, industry, and union representatives about women's capabilities, their labor market status, the reasons why they work, the seriousness of their attachment to the labor force, and their need for jobs that pay well. Conferences are effective in carrying out this education process.

A well-planned conference can help reduce barriers to the employment of women in nontraditional jobs in several ways. It will expose business and industry leaders and educators to the needs and problems of women workers and let them know about a pool of trainable, serious workers who must have adequate incomes to support themselves and often their families. It will also introduce women to opportunities

for satisfyng jobs that will permit them to earn good incomes.

By exposing both employers and women in the community to role models of women who are working successfully in nontraditional occupations, a conference program can encourage women to consider the success of their sisters, and can demonstrate to employers that women can perform well in the jobs.

A conference is also a good vehicle for providing information to both workers and employers about laws that prohibit discrimination based on sex, age, race, creed, or color, and about the legal rights of women workers as well as the legal responsibilities of employers.

Most important to removing the barriers of sex-role stereotyping and sex discrimination is the atmosphere of cooperation among key sectors of the community that exists when a well-planned conference brings them together to discuss common problems and possible solutions.

A workplan for holding a conference on expanding job options for women--from preliminary planning to followup-- is outlined in the sections that follow. If you need any additional assistance, you may call the Women's Bureau regional administrator for your area (see appendix D), who will be happy to help in whatever way is possible.

PRELIMINARY PLANNING

Conference Coordinator

As soon as possible after the decision to hold a conference has been made, a conference coordinator should be chosen. An early decision about the coordinator will insure continuity in planning and avoid duplication of effort. A member of the organization or agency staff may be designated to handle the conference, or, if funds permit, a consultant who has good contacts in the community may be hired. The conference coordinator must be an efficient, tactful, and flexible individual who can delegate responsibility and keep track of details. The success of the conference can depend on the ability of the coordinator to keep the various program elements and interest groups working together.

Community Analysis

The first stage of conference planning should be a careful analysis of current economic and employment conditions in the community. The analysis is usually conducted by a special task force or committee in the organization or group that wants to sponsor the conference. It can also be handled by the conference coordinator or by the planning committee.

The analysis should include information about unemployment and labor market conditions; recent data on the number, size, and kinds of businesses and industries in the community; employers that are hiring or will be hiring; job skills that are in demand; the role and status of women and minorities in the local job market; and the size and scope of current job training programs and facilities for women.

There are several sources of this information. The local office of the State employment service is probably the best place to start. The CETA (Comprehensive Employment and Training Act) prime sponsors for your area, union locals, the chamber of commerce, and community education and training institutions will also have information. At the State level, the board of education and the board of vocational education, the department of labor or its equivalent, and the employment service are sources of statistical and other pertinent information.

Federal government agencies can also be helpful in providing information for your analysis. The Bureau of Labor

Statistics, U.S. Employment Service, Women's Bureau, and Employment and Training Administration, all agencies of the U.S. Department of Labor, have materials and statistics related to employment, training, and women. A list of the Women's Bureau regional offices is included as appendix D.

Choosing a Theme

After the analysis of community conditions is complete, decisions about the focus and theme of the conference can be made, and its purpose more clearly defined. The focus should be determined to some degree by the economic climate in your city or town. If there is high unemployment, for instance, it would be better to focus on educators and counselors and the removal of sex-role stereotyping in counseling and training programs. But if employers are hiring and the labor supply is short, it is a good time to concentrate on opening job opportunities for women. For example, the change in the economic climate in 1974 caused the Women's Bureau to shift the emphasis in its conferences from immediate job placement to preparing for future jobs when the deepening recession made unemployment a serious problem everywhere.

Having decided on the focus, a title should be chosen for the conference that will reflect its purpose, and a theme developed that will hold the various program elements together. A good choice of title will create interest in the conference and draw response from the community. The actual decision about choice of a title and development of the conference theme may be left to the planning committee, but the conference coordinator should be prepared to offer suggestions at the first planning committee meeting.

Planning Committee

Members of the planning committee should be chosen carefully to insure active representation of all target groups in the community. The groups that should be included are: employers and personnel managers who do the actual hiring; unions which run apprenticeship and training programs; educators who have the opportunity and responsibility to counsel women and men, in breaking down sex-role stereotyping in educational and work-related programs; women's and minority organizations that can reach women in the community; and State and local government officials, such as CETA prime sponsors, employment service counselors, and social welfare and child care agency representatives.

The importance of balanced, active representation on the planning committee cannot be overemphasized. Members of this committee not only help plan the conference and take on some of the program responsibility, but they can also generate broad-based support in the community by stimulating interest in the purpose and goals of the conference. The committee should be appointed early, about 4 to 6 months before the proposed conference date. Because the planning committee should be a small working group, its size should be limited to 8 to 10 persons, with an absolute maximum of 15. If you find there are many people who want to work with the planning committee, divide it into subcommittees so all of those interested can serve. These smaller groups can be formed to deal with registration, finances, panelists, publicity, participants, and meeting arrangements. Members of the planning committee should chair the subcommittees and take responsibility for the work their committees are to perform.

One additional consideration in selecting members of the planning committee: try to choose individuals who really have time they can devote to the planning and followup processes necessary to a successful conference.

Participants

When drawing up the invitation list, the purpose and focus of the conference must be kept in mind. If the emphasis is to be on jobs, you want good representation from employers and unions. However, if the emphasis is to be on sex-role stereotyping and counseling, you will have fewer employers and greater representation from educators, especially school administrators and counselors in the area of vocational education. In either case, you should have participants from all of the target groups that are represented on the planning committee.

Several areas of potential difficulty should be monitored carefully. Make sure you don't end up with a conference of "believers"--people who are already convinced of the worthiness of your goals. One of the purposes of this kind of conference is to create awareness about the problems of women who want to work in nontraditional jobs, and to enlist the support of individuals who can provide solutions. Be very careful that it doesn't turn out to be a "women's conference." Men must provide support because they still occupy most policymaking positions, and a good segment of your participants should be persons who have the potential to do something positive for women in nontraditional employment. A measure of the success of the conference will be the effect it has in promoting action by decisionmakers.

Watch the registrations to see if one group is being overrepresented. If this happens, start a calling campaign to interest the underrepresented groups in the conference, and get commitments from them to attend. Telephone calls are very effective in convincing people that they should participate.

PROGRAM

In planning for a conference on expanding nontraditional job opportunities for women, it is essential to keep in mind that you must work WITH the people in the community who can effect positive change. To heap blame upon certain groups of participants because they are not doing all they could will make them defensive. It is much more effective to seek cooperation in an atmosphere of working together for common interests.

Format

The conference format should be designed to maintain interest and keep the program moving at a good pace. Minimize the length and the number of speeches, and allow enough time for discussion and questions. The Women's Bureau conferences lasted from 5½ to 7 hours, including breaks for coffee and lunch. (A sample program is included in appendix C.) The following format, with some variations, was used at the Women's Bureau conferences.

Welcoming remarks	15 minutes
Keynote address	15 minutes
Panels	
Role models	20 - 30 minutes
Breaking barriers	60 minutes
Lunch	60 minutes
Workshops, discussion groups, or panels	90 minutes
Summary of workshops	30 minutes
Specialist panel	45 minutes
Closing	15 minutes

Subject Areas

The selection of subject areas and the actual treatment of topics discussed will depend on the focus of the conference and should tie in closely with the theme and purposes you have in mind. Some of the areas dealt with at the Women's Bureau conferences were:

- ways to analyze community needs in changing attitudes about women in nontraditional jobs;
- changing career guidance patterns;
- recruitment of women;
- the role of employers in developing new opportunities for women;
- the role of unions in developing new opportunities for women;
- ways to cope with the tight job market;
- effects of equal employment opportunity laws on training and employment of women;
- barriers which prevent the entry of women into nontraditional jobs and ways to overcome these barriers, as seen by business and industry, unions, educators, and women themselves;
- resources to which participants can turn for help;
- media influence in bringing about changes in attitudes toward women in nontraditional jobs;
- techniques, information, group discussion, and individual action which can be useful in changing attitudes;
- ways to utilize the experience of individuals, employers, unions, and government agencies in improving employment opportunities for women in nontraditional jobs;
- new concepts in vocational education;
- myths and realities of women in the work force;
- apprenticeship: what it is and what it could be;
- supportive services such as day care and physical and mental health services; and
- problems encountered on the job by women currently working in nontraditional occupations, and some solutions that they have found.

Speakers

Speakers chosen for the conference should clearly understand the objectives of the conference and the reasons they have been asked to participate. Provide them with information about the purpose of the conference and the composition of the audience so they can tailor their speeches to meet the needs of their listeners. If you have invited some "drawing card" people, such as the mayor or outstanding local women, who may not have working knowledge of the subject area, they should be given background material about women and employment and specific information about the topic they have been asked to address.

The principal speakers will be the conference chairperson, the welcomers and greeters, and the keynote speaker. The conference chairperson, in addition to understanding and supporting the objectives of the conference, should be knowledgeable about the various issues involved in the employment of women in nontraditional jobs. She or he should also be flexible, with the ability to control a meeting and see that the proceedings run smoothly. The chairperson's opening remarks will set the tone of the conference.

The welcomers and greeters should be well known and highly respected individuals whose presence will lend prestige to the meeting. If possible, the State governor and city mayor should make an appearance. If they are not available, choose other well-known figures in the community.

The keynote address should set forth the objectives of the conference and establish an atmosphere of cooperation. The keynoter should be someone in the community or in the State who has background and interest in women's employment. The regional administrator of the Women's Bureau may be able to give the keynote address or offer some suggestions about possible speakers for the conference. Other sources of information or suggestions for speakers and panelists are commissions on the status of women, women's organizations, union officials, employer groups, local and State government officials, and community organizations.

Panels

Panels are very effective for this type of conference. The same care must be taken in selecting panelists as in choosing principal speakers, and it is particularly important that the panelists know what they are supposed to do and whom they are addressing.

Try to find a skilled interviewer who can keep things moving and draw information from the panelists. The interviewer must also be able to keep the discussion focused on the issues. People in the broadcast media who have had this kind of experience are excellent choices for panel moderators.

Most of the Women's Bureau conferences had three panels--one consisting of women working in nontraditional jobs, another on breaking barriers to the employment of women in these jobs, and a third made up of information specialists who could explain and answer questions about their agency's programs. To keep the conference program moving, limit the panels to four or five members, and ask the panelists to limit their presentations to 5 to 8 minutes so there will be time for questions and answers.

The role model panel of women working in nontraditional jobs should include both blue-collar and white-collar workers in skilled crafts, administration, business, technical, and professional occupations. Try to find women who are able to express themselves well, and who can explain why they considered nontraditional employment, who influenced their decision, who was helpful in carrying out their plans, what the process of application was, and what were the reactions of family, friends, coworkers, and supervisors. They should also outline the qualifications necessary to obtain the job and provide information about wages and salary, and opportunity for upward mobility. The role model women should be prepared to discuss both positive and negative aspects of their employment, and be able to identify problems and offer possible solutions to the employers and union representatives present.

Members of the panel on breaking barriers will discuss opening job opportunities to women and the barriers that prohibit women's nontraditional employment. The panel should include employers, union representatives, women concerned about equal employment opportunity, and CETA representatives. If the focus of the conference is on expanding options and counseling rather than opening job slots, the panel should also include educators and counselors. The panel members should discuss management issues and concerns, such as hiring objectives, plans for recruitment of women, job safety, and productivity, and in the case of educators, application and selection processes and qualifications for various technical and vocational programs.

The panel of specialists should include experts in the field of vocational education and training, equal employment opportunity and affirmative action, upward mobility for women, apprenticeship programs, child care, and the local WIN and CETA programs. Panelists should each give a brief presentation about their area of expertise, after which the moderator can open the session to questions and answers.

Workshops

Well planned, well run conference workshops are effective learning experiences. Workshops are structured, informal sessions at which information about specific subjects is presented to a small group of people, who are then able to discuss the issues raised, ask questions, and share experiences. The information may be presented by one or two workshop leaders, or by a panel of experts in a particular field.

It is essential that workshops be kept small. The idea is to give each person a chance to speak and ask questions. Fifteen persons per workshop is the maximum for an effective session.

Each workshop should have a leader or, in the case of a panel format, a moderator who can keep the session moving and stimulate discussion. Someone should also record the issues discussed and the recommendations made, for reporting back to the conference and for use in the conference report if there is to be one.

Generally, conferences offer several workshop choices to participants. A conference on nontraditional jobs for women might offer workshops on laws and regulations affecting employers, the legal rights of women workers, role models of women in nontraditional jobs, training and apprenticeship programs available in the community, employer discussions about how they restructured jobs to provide new opportunities for women, effective counseling techniques for educators, and available community resources such as child care, support services, WIN and CETA programs.

Problems can arise if one workshop turns out to be very popular, and there are more requests for it than you can fill. In this event, you should be prepared to either assign the extras to their second or third choices, or run an additional workshop on that topic. If you take the former, you are likely to be beseiged with complaints and requests to make "just one exception"; if you take the latter, you have the problem of finding workshop leaders and resource persons for the additional session, usually on very short notice.

One solution to this potential problem is to have all the workshops on the same one or two subjects. The difficulty of finding the necessary people to run the sessions is still there, and may be more of a problem than finding a few people for a variety of subject areas, but at least there is more time to accomplish the search. You can have larger, more general sessions on topics like "Where are we now" and "Where do we go from here?" Although these are not as satisfactory as more specific sessions, they are particularly useful when your space is limited. A panel presentation and question and answer approach can be used effectively with larger groups, perhaps of 15 to 30 people.

Probably the most effective way to deal with workshops is to devote most of the afternoon to them, and hold the most popular ones twice. This arrangement allows those who

want to attend two workshops that opportunity, and also allows for some free time for small groups to continue fruitful discussions started earlier in the day.

Decisions about the afternoon sessions will be based on the amount of time available for planning and the kinds and number of persons available to serve on panels, or as workshop leaders or resource people. There is no doubt that a number of workshops on a variety of topics will serve the interests of the conference participants best, but unless they are well planned, with backup options, you may be courting disaster.

However, if adequate precautions have been taken to insure a balanced representation among participants, the interest in workshop topics should spread out among the choices you offer. Just make sure that each one sounds interesting, informative, and productive.

Lunch

Lunch should provide a break in the day and give conference participants a chance to get to know each other. It is better not to schedule a program or a speaker. After the intensive and information-packed learning sessions in the morning, people need a chance to relax and talk informally about the issues raised. It is useful to have designated hosts or hostesses at each table to help stimulate conversation. Avoid head tables and visiting dignitaries at lunch, as it can generate a "we/they" impression that is not conducive to an atmosphere of working together.

In planning your menu, choose food that is easy to serve and easy to eat. It is annoying to wait a long time to be served, and it is difficult to carry on a conversation while searching for fish bones or losing a battle with a sphagetti noodle.

Audiovisuals and Exhibits

Films and slide shows are effective teaching materials that can be included in the conference program or shown during the registration period and breaks for coffee and lunch. If you should decide to use films or slides, be sure to have a skilled operator to handle the equipment, particularly if the audiovisuals are to be part of the program. Equipment, including the films and slide tape presentations themselves, should be checked well ahead of the conference day so there will be time to fix or replace anything that is not working properly. Appendix A contains a listing of materials that can be borrowed at no charge or purchased inexpensively.

A display of publications by companies, organizations, and Federal and State agencies is another useful source of information to conference participants. A list of free or inexpensive pamphlets is also included in appendix A.

At most conferences a kit of materials is given to each participant at registration. Conference kits contain copies of the program, information about conference logistics, and a selection of pamphlets with information related to the purpose of the conference. The contents will depend on available free materials, donations of publications from community and governmental agencies and organizations, and your budget. Although the Women's Bureau no longer supplies publications in bulk, you are free to duplicate relevant materials for the conference kit or workshops.

If audiovisuals are scheduled for certain times, or if exhibits of printed materials are set up, be sure to call attention to them by including information in the conference kit and by announcing them several times during the conference.

CONFERENCE PROCEDURES

This section on mechanics contains some basic information

about conference planning for the benefit of sponsors who are not experienced conference organizers. Appendix B contains a coordinator's checklist to help keep the conference planning and preparations moving on schedule.

Finances

Conference money matters can be a source of trouble if care is not taken to keep records of everything related to conference finances. Open a checking account several months before the conference date, and keep conference money carefully separated from personal money. If the conference is not funded by a grant or underwritten by a community organization or agency, the cost of the meeting facility, meals, coffee, microphones, paper, printing, and other items will have to be covered by registration fees. Take all expenses into account when setting the fee for registration.

You can reduce costs by finding a free or low cost meeting place, and by receiving in-kind contributions from groups represented on the planning committee. For example, postage can be reduced by asking groups to include the conference invitation in one of their regular mailings. Educational, business, and community organizations will sometimes permit use of their equipment for duplicating materials. Paper, envelopes, projectors, screens, microphones, and other kinds of equipment can often be borrowed or donated by organizations involved in the planning process.

Timing and Site

Timing can make or break a conference. Try to avoid conflicting dates with other conferences, community activities, and public meetings. If possible, take into account calendars for apprenticeship, vocational, and other employment training programs, or hiring seasons and patterns, and schedule the conference shortly before the training slots become available or the hiring begins. You will get maximum results for your efforts.

The conference site should be a convenient location in the community and acceptable to all members of the planning committee. Be sure to discuss the location at a planning committee meeting before the decision is made. Some members may have reasons for not wanting to meet at a particular place. For instance, union members would object to meeting at a restaurant facility at which the employees were not unionized.

Colleges, universities, municipal buildings, churches, community centers, and libraries often have meeting facilities which can be used free of charge or rented for minimal fees. Most hotels and many motels have excellent meeting facilities, which are often available at little or no cost if you have a luncheon catered by the facility. While checking out the facility, ask about the price and menu for lunch, and the cost of using the meeting rooms. If the cost is not unreasonable, a hotel or motel is often the best solution.

Invitations

Invitations to speakers, workshop leaders, and panelists should be made about 2 months before the conference date. Make the initial contacts by telephone. This will help you judge the response of the individual and, in the case of people you do not know, get some idea of her or his commitment to your objectives before it is too late. Follow up with a letter that outlines the proposed program, the part you expect that person to contribute, and some information about the purpose of the conference and the audience the speaker will be addressing. Be precise about what you want the speaker or panelist to do, how much time it will take, and the subject matter to be discussed. Ten days before the conference, follow up again with a letter that includes a copy of the conference program, a conference kit, and information about the time and place of the conference briefings.

After you have secured commitments from speakers and panelists, finalize the program and prepare an invitation letter to participants. If any parts of the program are not yet final, so indicate by marking them "tentative" on the program. Invitation letters should be carefully worded to prevent the possibility of some men thinking that this will be a "women's conference." The invitation letter should state the purpose of the conference and include a copy of the program and registration forms. A sample of an invitation letter is included in appendix C.

Invitations should be sent to all target groups represented on the planning committee--business and industry leaders, unions, labor councils, public and private employment agencies, commissions on the status of women, educational institutions, apprenticeship and training programs, Federal and State labor agencies, women's, minority, and youth organizations. Invitations to commissions, unions, and organizations which may meet only once a month should be mailed 6 weeks ahead of the conference date. Those sent to government agencies and businesses should be mailed 4 weeks ahead of the date. The number of invitations mailed depends on the size of the conference you are planning and the quality of your mailing list. Generally, a large mailing of the conference invitation will result in a 10-percent return on registrations, while a very carefully selected mailing list can produce a return of 33 percent on registrations.

Ask for invitation lists from all of the members of the planning committee. Other sources of mailing lists are the Central AFL-CIO Council, the Teamsters Joint Council, United Auto Workers regional office, the Urban League, local manpower offices, and prominent community and women's organizations. Most organizations and unions will not release their mailing list to you, but many will address the stuffed envelopes for you, or include the invitation letter in one of their regular mailings. It is helpful if the organization leaders will include a cover letter giving the conference their support.

The chamber of commerce is the best source of names and addresses in the business community. Most chambers of commerce publish a directory of businesses in the area, listing the names of the president/executive officer/personnel director. Do not send the invitation to the president of a company that employs over 1,000 persons. It is more effective to send it to the personnel director.

Facilities and Equipment

Make preliminary arrangements for the meeting facilities about 3 months in advance of the conference date. Finalize those arrangements and secure from someone in authority, written confirmation of the date, time, number of rooms, any additional services, such as microphones and telephones, and cost, at least 2 months ahead of time. Arrangements for meals, coffeebreaks, audiovisual and recording equipment, and a photographer should be made 1 month before the conference. Again, secure written confirmation of the agreements that have been made.

Registration

A simple, efficient system for registration helps get the conference off to a smooth start and prevents mixups and aggravation. The fewer options you offer, the easier the registration process will be. For example, it is better to include the price of a catered lunch in the registration fee than to offer the option of buying lunch or eating elsewhere, or offering different menus at different prices. If you want to have food choices available, plan a buffet lunch.

If your conference is sponsored by a private organization, you can encourage preregistration by offering a lower fee for registrations before a certain date, usually one week before the conference. If the conference is to be sponsored by a government agency, however, the fee must be set to cover costs, and you may not use the inducement of lower cost to encourage early registration. All you can do is stress the importance of early registration to insure a choice of workshops. If the size of the conference is limited, so state on the registration form. A sample registration form is included in appendix C.

Preregistration eliminates a lot of confusion and waiting on the day of the conference, and is almost essential if you are ordering meals and coffee, or if you will have to arrange for additional meeting facilities and workshops. Knowing who is coming ahead of time also permits action to prevent underrepresentation of some groups.

Return some proof of registration that can be presented at the registration desk on the conference day. Mark it clearly if the fee has not yet been paid, or if the form is not complete, so the people at the registration desk will be alerted. The proof of registration not only makes it easier to know on the conference day (without checking through lists) that the individual has registered, it also reduces the number of phone calls from people who want to know if their registration has been processed.

On the day of the conference, set up two separate tables clearly marked "registration" and "preregistered." At the preregistered table, if the fee has been paid and if there are no other complications, such as an incomplete registration form, all that is needed is to hand out the conference kit. A second person should be available to handle payment of fees and assignment to workshops, or any other problems that might arise. If possible, it is also a good idea to have a third table for information and trouble shooting.

Save all registration and preregistration forms. They are the most accurate method of keeping track of conference participants. The forms should include spaces for name, address, telephone number, organization affilation, and perhaps other areas of interest. You will need this information if you are going to distribute a conference report, and it will be useful if you want to contact participants after the meeting.

Briefing Sessions

The conference coordinator should schedule briefing sessions for all speakers, panelists, workshop leaders, and resource people either on the evening before the conference or early on the conference day. If possible, plan to have a reception to honor a distinguished guest or speaker. A reception scheduled immediately before the briefing is a good way to overcome the very real problem of motivating your program participants to attend the briefing sessions. Plan the reception for early in the evening to keep the briefing sessions which follow from running too late.

The purpose of the briefing is to be absolutely sure that everyone understands the purpose of the conference and the objectives you have in mind, and to provide background information about women working in nontraditional employment that will help set the tone of the conference. It is also a good idea to run through the program so everyone knows what to do and when. Any questions the program participants have should be answered at the briefing.

Separate briefing sessions may be held for conference recorders, who should be persons with background knowledge about women and employment. They should also be made

aware of the specific conference goals and objectives, and the importance of accurately reflecting the proceedings of the meetings. Stress to them the value of their reports, both in the final wrap-up sessions of the conference and in writing the conference report. They should try to write down all subject areas discussed, issues raised, and recommendations made at the various sessions and workshops. Highlights of speeches and quotable lines are also useful, particularly when the report is written.

Briefing sessions should also be held with the people who are going to handle registrations, inquiries, and other conference arrangements such as coffee, film shows, or exhibits, so they will know exactly what they are to do and when they are to do it.

Publicity

Publicity for the conference should be designed to promote interest and awareness in the community about women in nontraditional employment and in the purpose of the conference. About a week before the conference, issue a press release to local media with information about the conference objectives, the names of speakers, and suggestions for persons to interview (see sample in appendix C). A couple of days before the meeting, make reminder phone calls to insure coverage by the local media. The press should be made aware of the importance of the conference and encouraged to provide coverage in the business and financial sections of the paper. For TV coverage, make personal telephone calls to the program directors of the local stations.

One note of warning: care should be taken lest a poorly worded press release result in hundreds of phone calls for information about registration. Answering the calls will take up valuable time the week before the conference, and accepting the unsolicited registrations could spoil your carefully planned balance of participants. However, if you do want to increase conference participation, particularly among women in the community, issue a press release 4 weeks prior to the conference date, and place notices or posters in churches, schools, supermarkets, community centers, and in establishments in the business sector of the community.

On the day of the conference, have press kits available for reporters who come to cover the meetings. The kit should include the program, copies of speeches, photographs and biographies of speakers, and other useful material such as pamphlets and fact sheets about women working in nontraditional jobs. A press room, or at least a press table, equipped with typewriters and a phone, should be available for reporters. If lunch is served, provide reporters with complimentary service.

In addition, as part of the followup activities of the conference, a press release summarizing the conference activities, results, resolutions, and recommendations or statements should be sent to all media, and to organizations and agencies for publication in their newsletters and periodicals.

Report

If a report of the conference is to be written and published, prepare for it ahead of time. It is best to decide what kind of report it will be, and what the size, format, and style will be, well before the conference begins in order to plan to get the information you will need.

One of the most important things to do is to find responsible recorders for each session. If possible, have the sessions taped. Taping is important for the principal sessions and

particularly for the question and answer periods and wrap-up sessions, as it is difficult for the recorders to note everything when people are speaking quickly about a variety of subjects. The recorders should turn in written reports of their sessions for use in writing the report.

If you are going to have pictures in the report, arrange for a photographer. Discuss the number and kinds of pictures you want, as well as the cost of the photographer's services ahead of time. Action shots of the principal speakers, shots of the registration crowd, the luncheon, visiting VIP's, and groups around the exhibit tables are good. Avoid shots of rooms full of quietly listening faces. Pictures of the role model women on their jobs can also be used effectively in the conference report.

FOLLOWUP

Evaluation

Unless you have a specific purpose in mind, conference evaluation forms can be a waste of time for both those who design them and those who fill them out. They are not particularly useful if all you want is some general feedback about how the conference went. Generally, for a few people everything was wonderful, for a few others everything was awful, and for the rest, it was a "good experience."

If you are going to have several conferences and want to know which program elements were most effective and helpful, evaluation forms can be useful. Also, speakers, panelists, or workshop leaders sometimes like to have feedback about how they came across to the audience; evaluation forms are helpful to them.

The forms can also be useful in preparing the conference report, especially if there is a section that asks for suggestions about implementation of ideas expressed at the conference sessions. If the conference was held to stimulate interest in a particular kind of community project, such as a job center for women, a section on the form that requests information about sources of information and resources in the community, or that asks people to indicate if they would be willing to contribute time or talents to a community project are also useful.

If you do decide to have evaluation forms, be sure to include them in the conference kits and have them available in meeting rooms. Make several announcements about the importance of filling them out and turning them in, and give instructions about where and when to turn them in.

Planning Committee Meeting

Within a few weeks after the conference, call the planning committee together to discuss the conference, share feedback from the organizations and agencies they represent, and make suggestions for follow through. Many such suggestions may have been made at the conference, and some groups may already be working on carrying them out. Some areas of possible action are:

- dissemination of career information on nontraditional jobs for women to school counselors and employment placement officers;
- dissemination of information about equal employment opportunity laws and procedures for filing discrimination complaints to women in the community;

-- continued encouragement of the media to publicize information about women in nontraditional occupations;

-- identification of sources of recruitment of women for industry, business, and unions;

-- development of contact and support network of conference participants to foster their continued efforts to expand opportunities for women; and

-- formation of a coalition in the community to urge public and private employment services to place women in nontraditional jobs and to find additional ways to expand jobs for women in nontraditional areas.

Closing Out

As soon as possible, preferably within a week or two after the conference, pay all the conference bills, and send thank-you notes to everyone who contributed time or money, made donations, or performed other services. If the conference report will be written and published with other than conference funds, close out the conference account as soon as all financial obligations are met.

WOMEN IN NONTRADITIONAL EMPLOYMENT

A SELECTED LIST OF PUBLICATIONS, SLIDES, AND FILMS

This is a selected list of publications, slides, and films which can be used at conferences, seminars, and workshops on women in nontraditional employment, and in management training programs designed to increase awareness about sex discrimination and sex role stereotyping. It includes materials with general information about the social, legal, and economic status of women, as well as those directly related to women in nontraditional employment. While the list of audiovisuals includes materials from the private sector, the list of publications is limited to materials produced by Federal agencies. Most of these agencies will send free single copies of their publications upon request. When writing for materials, it would be a good idea to ask for any additional materials about women that the agency may have published since this list was compiled.

PUBLICATIONS

Equal Employment Opportunity Commission
2401 E Street, N.W.
Washington, D.C. 20506

(or see local telephone directory listings under "U.S. Government")

A Directory of Resources for Affirmative Recruitment (91 pages). 1975.

Guidelines on Discrimination Because of Sex. 1972.

National Commission on the Observance
of International Women's Year
(Commission terminated March 29, 1978)

". . .To Form a More Perfect Union. . .Justice for American Women." (382 pages). 1976. Available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. $5.20.

U.S. Commission on Civil Rights
Washington, D.C. 20425

The Challenge Ahead: Equal Opportunity in Referral Unions (291 pages). 1976.

A Guide to Federal Laws and Regulations Prohibiting Sex Discrimination (189 pages). 1976.

Women and Poverty (131 pages). 1974.

U.S. Department of Commerce
Bureau of the Census
Washington, D.C. 20233

A Statistical Portrait of Women in the U.S. Special Studies, Series P-23, No. 58 (90 pages). 1976.

U.S. Department of Health, Education, and Welfare
Office of Education
Bureau of Occupational and Adult Education
Washington, D.C. 20202

Women in Nontraditional Occupations: A Bibliography (189 pages). 1976.

U.S. Department of Labor
Bureau of Labor Statistics
441 G Street, N.W.
Washington, D.C. 20212

Occupational Outlook Handbook. 1978-79 Edition, Bulletin 1955. (840 pages). Available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. $8.00.

U.S. Working Women: A Chartbook. Contains 56 charts. Bulletin 1880. 1975.

U.S. Working Women: A Databook. Includes 61 tables and 7 charts. Bulletin 1977. 1977.

U.S. Department of Labor
Employment and Training Administration
601 D Street, N.W.
Washington, D.C. 20213

Apprenticeship and CETA. A guide for prime sponsors under the Comprehensive Employment and Training Act of 1973 (33 pages). 1974.

Apprenticeship: Past and Present. (27 pages). 1977.

Apprenticeship Training in the 1970's: Report of a Conference. Manpower Research Monograph No. 37 (100 pages). 1974.

Apprenticeship Training: Sure Way to a Skilled Craft (8 pages). 1974.

Dual Careers. Longitudinal Analysis of the Labor Market Experience of Women (4 volumes). 1970, 1973, 1975, 1976.

ETA Interchange. Monthly technical assistance bulletin.

Job Title Revisions To Eliminate Sex- and Age-Referent Language From the Dictionary of Occupational Titles (363 pages). 1975.

Merchandising Your Job Talents (24 pages). 1974.

The National Apprenticeship Program (41 pages). 1976.

Placing Minority Women in Professional Jobs. R&D Monograph No. 55 (75 pages). 1978.

Training and Entry Into Union Construction. R&D Monograph No. 39 (217 pages). 1975.

WIN Training Manual. Increasing Job Options for Women by Nontraditional Job Placement. 1975.

Women and Work. R&D Monograph No. 46 (71 pages). 1977.

Women in Apprenticeship--Why Not? R&D Monograph No. 33 (34 pages). 1974.

Worklife. Monthly journal of ETA; frequently carries and reprints articles about women working in nontraditional jobs. Special issue on Apprenticeship, August 1977.

U.S. Department of Labor
Women's Bureau
Washington, D.C.20210

Brief Highlights of Major Federal Laws and Order on Sex Discrimination in Employment (6 pages). 1977.

The Earnings Gap Between Women and Men (12 pages). 1976. 35¢.

Fully Employed Women Continue To Earn Less Than Fully Employed Men of Either White or Minority Races (chart). 1977.

Most Women Work Because of Economic Need (chart). 1977.

1975 Handbook on Women Workers (435 pages). 1975. $4.70.

Sex Stereotyping: Its Decline in the Skilled Trades. Reprint from May 1974 Monthly Labor Review.

State Labor Laws in Transition: From Protection to Equal Status for Women (20 pages). 1976. 35¢

Steps To Advance Equal Employment Opportunity for Women (2 pages). 1975.

Steps To Opening the Skilled Trades to Women (8 pages). 1974.

Trends in Women's Employment and Training in Selected Professions (4 pages). 1976.

Women Are Underrepresented as Managers and Skilled Craft Workers (chart). 1974.

Women Workers Today (10 pages). 1976.

A Working Woman's Guide to Her Job Rights (34 pages). 1975. 65¢.

Note: The Women's Bureau distributes single copies of its publications free of charge. Multiple copies of those for which prices are given may be purchased from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. All Women's Bureau materials are in the public domain and may be reproduced without permission.

Small Business Administration
1441 L Street, N.W.
Washington, D.C. 20005

Women and the U.S. Small Business Administration (6 pages). 1976.

The Facts About Women as Users of SBA Services (7 pages). 1976.

SLIDES

All in a Day's Work. Wisconsin Women in Apprenticeship Aide Center, 819 N. 6th Street, Milwaukee, Wisconsin 53203, (414) 224-4388. Slides show women apprentices at various stages of employment/training, and detail advantages of apprenticeship jobs. (8 minutes)

Destroying the Myths. EEOC Audio-Visual Division, Room 3200, Columbia Plaza, 2401 E Street, N.W., Washington, D.C. 20506, (202) 634-6930. Reviews employer equal opportunity responsibilities. (10 minutes)

Looking Ahead to a Career. Bureau of Labor Statistics, U.S. Department of Labor. (See telephone directory for address of regional office.) 53 statistical slides about occupations and employment trends.

Slide-Tape Series:

Increasing Job Options for Women. Shows women working in a variety of nontraditional jobs and reviews employer responsibility for equal opportunity and affirmative action. (NAC#007846, $13.50, 9 minutes 45 seconds)

The Legal Rights of Women Workers. Explains women's rights to equal employment opportunity, equal training and promotion opportunity, and equal pay. (NAC#007847, $12.00, 6 minutes 5 seconds)

Legal Responsibilities--Affirmative Action and Equal Employment. Illustrates legal responsibilities of employers to eliminate unfair and illegal employment practices that often affect women. (NAC#007848, $13.75, 12 minutes)

(This three-part series may be ordered from the Order Section, National Audio-Visual Center (NAC), General Services Administration, Washington, D.C. 20409. They may be borrowed from the Women's Bureau, U.S. Department of Labor, Washington, D.C. 20210, and from the Bureau's 10 regional offices.

FILMS

All About Eve. Center for Human Resources, University of Houston, College of Business Administration, Cullen Blvd., Houston, Texas 77004, (713) 749-3755. About increasing female enrollment in traditionally male courses in high school. (22 minutes, color)

Anything You Want To Be. New Day Films, 779 Susquehanna Avenue, Franklin Lakes, New Jersey 07417, (201) 891-8240. Illustrates conflicts experienced by girls as they find out that "anything you want to be" means traditional roles and occupations. (8 minutes, b/w)

The Apprentice. Bureau of Apprenticeship and Training, Employment and Training Administration, U.S. Department of Labor, 601 D Street, N.W., Washington, D.C. 20213. General film giving history, current status, and reality of apprenticeship. Interviews women and men apprentices on the job. (26 minutes, color). Available on loan from BAT regional offices. (See telephone directory for address.)

Beyond Black and White. Motivational Media, 8271 Melrose Avenue, Suite 204, Los Angeles, California 90046, (213) 653-7291. Contains forceful arguments for eliminating sex role stereotyping. (28 minutes, color)

Bias - A Four Letter Word. Malibu Films, Malibu, California 90265, (213) 456-2859. Shows how biases originate and are perpetrated against women, minorities, the aged, people of differing life styles. (30 minutes, color)

Boomerang. Keeton/Leopold Associates, Inc., 35 East Wacker Drive, Suite 690, Chicago, Illinois 60610, (312) 726-1947. This film is a management training program in equal employment opportunity.

Choice: Challenge for Modern Women University of California Extension Media Center, 2223 Fulton Street, Berkeley, California 94720, (415) 642-0460. Twelve part series, one of which is "Wages of Work," about women and employment and its effects on family, community. (30 minutes each, b/w)

The Fable of He and She. Learning Corporation of America, 1350 Avenue of the Americas, New York 10019, (212) 397-9330. Animated clay figures act out story demonstrating sex role stereotyping. (10 minutes, color)

Farewell to Welfare. ETA Studios. Distributed by R.H.R. Film Media, 1212 Avenue of the Americas, New York, New York 10036, (212) 869-9540. Interviews with three WIN women, a truck driver, picture framer-manager, and machine operator, and their employers (30 minutes, color)

51%. Robert Drucker & Company, Inc., producer. Distributed by Cally Curtis Company, 1111 North Las Palmas Avenue, Hollywood, California 90038, (213) 467-1101. Three case studies of women employees in a corporation spotlight stereotypes about and discriminations against women. (30 minutes, color)

How Many Eves? Walter J. Klein, Co., Ltd., 6301 Carmel Road, Charlotte, North Carolina 28211, (704) 542-1403. Dramatizes the problems and attitudes of women in the midmanagement level as they seek to upgrade themselves. (15 minutes, color)

Never Underestimate the Power of a Woman. Bureau of Audiovisual Instruction, P.O. Box 2093, University of Wisconsin, Madison, Wisconsin 53701, (608) 262-2944. Dispels damaging myths about women's work capacities and performance in a wide range of nontraditional settings. (15 minutes, color)

New Perspectives--Women in Nontraditional Jobs. Employment and Training Administration. Distributed by R.H.R. Film Media, 1212 Avenue of the Americas, New York, New York 10036, (212) 869-9540. Interviews with two women, a busdriver and a shipbuilder, about how they got their jobs and how they feel about them.

The Only Way To Go Is Up. Employment and Training Administration. Distributed by R.H.R. Film Media, 1212 Avenue of the Americas, New York, New York 10036, (212) 869-9540. Documentary on Atlanta's Minority Women Employment Program's successful efforts to place underutilized college educated minority women in managerial, professional, and technical jobs. (30 minutes, videotape)

Other Women, Other Work. Churchill Films, 662 North Robertson Blvd., Los Angeles, California 90069, (213) 657-5110. The rewards and occasional problems of women in traditionally male jobs are expressed by a truck driver, a roof shingler, a pilot, a marine biologist. (20 minutes, color)

Prejudice: Causes, Consequences, Cures. CRM-McGraw-Hill Films, Del Mar, Califonia 92014, (714) 481-8184. Surveys some recent sociopolitical examples of detrimental stereotyping, showing just how psychologically harmful discrimination can be. (24 minutes, color)

Rollover. Herstory Films, Box 215, Franklin Lakes, New Jersey 07417, (201) 891-8240. Celebrates women in nontraditional jobs. (10 minutes, color)

Sex Role Development. CRM-McGraw-Hill Films, Del Mar, California 92014, (714) 481-8184). Shows how we have developed traditional expectations about male and female roles; offers alternative methods of socialization that encourage children to grow up outside of fixed stereotypes. (23 minutes, color)

The Sky's the Limit. Bureau of Apprenticeship and Training, Employment and Training Administration, U.S. Department of Labor, 601 D Street, N.W., Washington, D.C. 20002, (202) 376-6106. Apprenticeship agency/employer/union information film depicting women apprentices in nontraditional jobs. (25 minutes, color). Available on loan from the Bureau of Apprenticeship and Training regional offices. See telephone directory for address.

Twelve Like You. Cally Curtis Company, 1111 North Las Palmas Avenue, Hollywood, California 90038, (213) 467-1101. Twelve women working in both professional and technical nontraditional jobs share their experiences and problems. (25 minutes, color)

We Are Women. Motivational Media, 8271 Melrose Avenue, Suite 204, Los Angeles, California 90046, (213) 653-7291. Provides front line supervisors and all other levels of management with an understanding of the historical, sociological, and psychological background of today's working woman. (33 minutes, color)

Why Not a Woman. Pennsylvania Commission for Women, 512 Finance Building, Harrisburg, Pennsylvania 17128, (717) 787-3821. Documentary on women in blue-collar jobs. (26 minutes, color)

Women Up the Career Ladder. UCLA Dept. of Daytime Programs and Special Projects P.O. Box 24901, Dept. K, UCLA Extension, Los Angeles, California 90024, (213) 825-0741. Provides basis for discussion for women employees, management, and men about issues involved in moving up the career ladder, such as job stereotyping. (30 minutes, b/w)

Women's Work: Engineering. Massachusetts Institute of Technology, Center for Advanced Engineering Study, Department 4, Room 9-234, 77 Massachusetts Avenue, Cambridge, Massachusetts 02139, (616) 253-7444. Women engineers and engineering students talk about engineering and how they feel about their jobs. (26 minutes, film or videotape, color)

CONFERENCE CHECKLIST

Before conference

4 to 6 months	Start planning Organize planning committee Do community analysis Hire or assign coordinator
3 months	Schedule conference
	Select conference site and make initial arrangements for space, meals, coffee, and necessary equipment
	Select menu (price), which will help determine registration fee
	Set registration fee. It should cover costs of luncheon and coffee for breaks, as well as other conference expenses such as rental of equipment
	Hire or assign clerical support
2 months	Draft preliminary program and invite speakers
	Draft program, announcements, and invitations, and have them printed
	Compile mailing lists and contact organizations and unions about using their mailing lists or enclosing conference materials in one of their mailings
	Mail announcements, invitations, and registration forms
	Set up conference bank account to facilitate collection of registration fees and payment of conference expenses
	Confirm conference schedule, including coffeebreaks and luncheon arrangements, with hotel or other facility

1 month	Finalize conference program agenda
	Reconfirm conference schedule, including coffeebreaks and luncheon arrangements, with hotel or other facility
	Arrange for conference reporting, including transcripts, recording, or other methods you will be using to keep a record of conference proceedings
	Contact members of target groups that are not well represented among the preregistered
	Confirm arrangements for rental of equipment, hiring of photographer
	Issue press release if you want to increase attendance among general public
	Arrange for overnight accommodations if requested by conference speakers or panelists
2 weeks	Call or send information to speakers about briefing session for program participants
1 week	Issue press release
	Contact TV and radio program managers and make followup telephone calls to editors to insure media coverage
	Arrange for press conference with key speakers
	Prepare conference kits for press and for conferees
	Reconfirm arrangements with conference facility, and arrange a time to set up tables for registration, press, and exhibits

Conference eve	Hold briefing session with speakers, panelists, moderators, and other program participants
	Check to make sure that meeting rooms are set up for the next day
Conference day	Start registration at least 1 hour before opening of conference
	At least 1 hour before conference time, make last minute check of meeting rooms, microphones, audiovisual equipment, coffee service
After conference Within 1 week	Close out Pay conference facility Pay fees for rental of equipment and other services, if any
	Return borrowed equipment, films, exhibits to owners
	Tabulate and analyze evaluation forms
	Complete final accounting, close conference account
	Gather materials for writing conference report and write it
	Call or write to program participants to thank them for their help
	Call meeting of planning committee and other interested people to work on recommendations and conference plan of action

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE
(DATE)

Contact: (NAME OF COORDINATOR)
Phone: (NUMBER)

CONFERENCE HIGHLIGHTS EXPANDING JOB OPTIONS FOR WOMEN

A conference on nontraditional career and training options for women in today's economy will be held on (DATE) at (NAME OF CONFERENCE SITE). (NAME OF CONFERENCE) will be sponsored by (NAME OF SPONSORS) and will involve representatives from business, labor, and education and training institutions in the (NAME OF CITY) area, who will address the problem of expanding employment opportunities for women in today's labor market.

A major focus of the conference program will be on the barriers that women encounter in seeking nontraditional occupations, and the steps that job counselors, educators, employers, and unions can take to overcome the sex-role stereotyping that creates many of these barriers to women's employment.

Participants will consider issues related to women's employment through a series of panel discussions, role analysis sessions, and question and answer periods. There will also be a session on use of community resources and proposed followup activities.

(NAME AND TITLE OF KEYNOTE SPEAKER) will deliver the keynote address, and welcome and greetings will be given by (NAMES AND TITLES)

(NAMES OF APPROPRIATE PERSONS) will hold a press conference at (TIME AND PLACE) to explain the goals, purposes, and objectives of the conference.

(NOTE: If the Governor, Mayor, or other well-known person is going to address the conference, you might lead off with that information, or even prepare a second release to highlight that fact.)

SAMPLE ANNOUNCEMENT OF RECEPTION AND BRIEFING

YOU ARE INVITED TO A RECEPTION

HONORING

(Name of honoree(s))
(Indentification with conference)
(e.g. Keynote speaker)
(Name of conference)

ON

(Date)

7:00 p.m. to 8:30

(Name of reception site)
(Address)

The reception will be followed by a short pre-conference briefing on program and procedure which will be held in/at (name of briefing site). The conference coordinator will meet with you to "walk" through the conference program and answer any questions you may have about your role in this conference. It is VERY IMPORTANT that all program participants attend the briefing session. We want the conference to run smoothly, and we want to be sure that all subject matter is covered.

Special instructions for various types of program participants are enclosed with a conference program and registration form. We hope that you are planning to be with us all day. In any case, be sure to check in at the information desk on (CONFERENCE DATE). If you have any questions, please call (CONFERENCE COORDINATOR) at (NUMBER).

Special Instructions for Conference Program Participants

Workshop Leaders and Moderators

Please introduce yourself and the resource people on the panel. Explain briefly the goals and objectives of the conference and how they relate to the subject matter of your workshop. If you wish to limit the area of discussion, outline the specific material or subject area you want to cover.

Company Representatives

Explain your company's employment policies as they relate to women, the kinds of barriers that are met when women are hired for nontraditional jobs, and how problems are overcome

Role Models

Address your remarks to the experiences of women, including yourself, who have been hired for jobs previously held by men, the problems you faced, the kinds of adjustments that had to be made, and how a woman can detect and head off harassment.

Counselors

Describe the kind of counseling offered to junior and senior high school girls, whether it is preparing them for the world of work and offering them the opportunity to prepare for other than traditional kinds of employment.

EEOC or OFCCP Representatives

Give specific examples of the kinds of problems that your department encounters with business leaders, union representatives, and community groups in enforcing equal rights and the affirmative action statutes. State the number of sex discrimination cases being handled in your department, what the problems are, and how they are being handled.

Union Representatives

Discuss some of the problems of working women, such as day care and transportation (especially for night shift workers), tell about specific problems encountered when women apply for jobs previously considered "jobs for men" and how the union is dealing with these problems. Include information about apprenticeship programs that are open to women.

CETA, WIN, and Employment Service Staff

Briefly review the functions of your agency or program, and explain its goals and how they are met. Also review available job training programs and, in the case of CETA and WIN, explain tax credits and other incentives offered to both employers and trainee participants.

SAMPLE REGISTRATION FORM

(NAME OF CONFERENCE)
(Time)
(Date)
(Place)

Registration fee: $_____(in advance) $_____(at the door)

Fee includes the cost of luncheon, coffee, and resource materials. Make checks payable to: (NAME OF CONFERENCE)

Registration deadline (DATE)

Detach and mail (self-addressed envelope enclosed)

Name_____ Title_____

Representing: (Company, Union, Organization)_____

Address_____

Telephone_____

WORKSHOPS

Please indicate your first, second, and third choices:

Session I _____ Session II _____

_____ _____

_____ _____

Workshops

1. (NAME AND BRIEF DESCRIPTION)
2. "
3. "

SAMPLE PROGRAM

INCREASING JOB OPTIONS FOR WOMEN
(Date)
(Place)

Morning

8:00	Registration, Exhibits, Coffee	
9:00	Opening of Conference	Conference chairperson (name)
	Welcome and Greetings	Mayor of (your city) Commissioner, State Department of Labor and Human Relations
9:30	Keynote Address	Name and title of speaker
9:50	Film	Title
10:00	Group Interview	Role models, listed with name, occupation, and employer Interviewer: name and title
10:30	Break	
10:45	Panel	Breaking Job Stereotype Barriers Moderator: name and title Names, titles, agencies or companies of panel members.

Afternoon

12:15	Lunch	
1:45	Workshops	List names of workshops, locations, leaders
3:30	Wrap-up	Moderator: name and title Workshop highlights and recommendations
4:00	Adjournment	

SAMPLE LETTER OF INVITATION

Dear _____:

We are pleased to invite you to attend a conference on the employment of women in nontraditional jobs, jointly sponsored by _____(names of sponsors)_____. The conference will be held on _____(date)_____ at the _____(place)_____, from _____a.m. to _____p.m.

The purpose of the conference is to deal with and recommend ways to remove the artificial barriers which now prevent many women from moving into skilled and responsible jobs offering a substantial financial return for their labor. With an ever increasing number of families headed by women in this country, it is more important than ever that good job and training opportunities be open to both women and men on an equal basis.

The conference agenda includes presentation of the experience of employers and unions with women employed in jobs usually occupied by men, as well as the experience of women who have worked on such jobs. Extended question periods will permit group discussion of existing barriers and affirmative efforts to remove them.

Conference participants will include employers, union officials, educators, and representatives of women's groups. (NAME OF KEYNOTER, TITLE, AND ORGANIZATION) will deliver the keynote address.

The conference fee (which includes the cost of the luncheon) is $_____. You may send your check or money order, along with the enclosed registration form, to (CONFERENCE NAME AND ADDRESS) no later than (DATE). If you wish further information, please call (CONFERENCE COORDINATOR) at (TELEPHONE NUMBER). Since our seating capacity is limited, reservations will be honored in the order received.

We hope very much that you can join us for what we think is a very significant meeting. We look forward to your participation.

Sincerely,

(NAME)
(TITLE)

Enclosures

WOMEN'S BUREAU
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